MichaelHaarala

Public Relations/Journalism

Address: 270 Creeks Edge Circle
Ruston, LA 71270

Phone: (920) 915-1309

EDUCATION

2012 - 2013

University of Wisconsin-Madison

Attended Fall 2012 through Fall 2013

2014-2016 (Expected)

Louisiana State University

Bachelor of Arts, Public Relations

Minor in Business

GPA: 3.01

SOCIAL MEDIA

Facebook: Mike Haarala
Twitter: @haarala_TDR
Instagram: @mhaarala
Google+: Michael Haarala
LinkedIn : Michael Haarala
Email: mhaara1@lsu.edu
Website: michaelhaarala.com

WORK EXPRIENCE

2014 - Present

The Daily Reveille

LSU Football and Basketball Staff Writer

Create LSU football and basketball content for both print and digital along with managing live LSU football and basketball social media updates .

2014 - Present

PEAK Conference Group

Social Media Coordinator

Create and curate content for use on various social mediums to build brand, engage with targeted audiences and build awareness for PEAK Conference Group events. Write press releases and assist in market research.

Summer 2014

MaxLite

Utility Solutions Program Intern

Generated content for marketing flyers, managed and updated Rebate Finder tool on MaxLite website, entered purchase orders for LED lighting and updated internal product database.

Summer/Fall 2013

EatStreet

Product Development Intern

Contributed to many different areas of the startup, such as writing for the EatStreet blog, assisting in social media campaigns, testing the phone sales program, and developing an internal corporate newsletter.

CAMPUS INVOLVEMENT

LSU Lacrosse
-January 2014 - Present

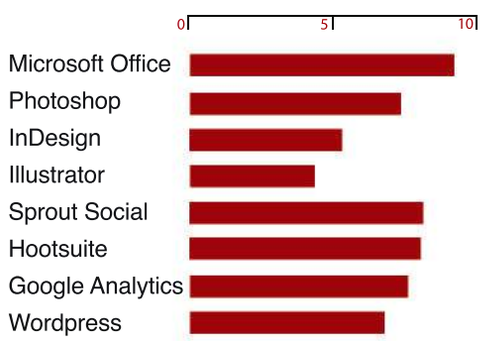
UW Madison Advertising Club
-Sept. 2013 - Dec. 2013

Worldwide Orphanage Relief Coalition
-Sept. 2012 - Dec. 2013
-Vice President of Membership Outreach
-Used social media to create buzz for WORC activities, created and strengthened relationships with UW students and built brand recognition for WORC.

b.Line Magazine Marketing Team
Sept. 2012 - May 2013

Sigma Phi Society
Sept. 2012 - Dec. 2013

SKILLS



REFERENCE

Avialable on request